

Electrolux Green Range

Efficiency without compromise.



**Dow Jones
Sustainability Indexes**
Member 2012/13

Global sector leader in sustainable household appliances.



Thinking of you
Electrolux

Sustainability Matters

Our Green Range of appliances are the most environmentally friendly without compromising on performance. This means you can be confident in switching up to one of our green appliances to achieve maximum care with the lowest energy and water consumption.



AND SAVE
ENERGY.

New technology is the key to improved energy consumption

"Our focus on sustainability is core to Electrolux's business strategy. The development of water and energy efficient appliances is a result of our consumer insight, and helps us provide consumers with innovative and relevant products", says Henrik Sundstrom, Vice President Group Sustainability Affairs in Electrolux.

6 in a row

Electrolux has a strong track record in sustainable operations and is proud to be ranked among the world's sustainability leaders in the Dow Jones Sustainability (DJSI) World Index for the sixth consecutive year. DJSI World includes the 10% best-in-class economic, environmental and social performers among the world's 2,500 largest companies.



Our Green Range

Approximately 75% of the total environmental impact of an appliance during its life cycle is generated while it is being used. So our appliances use less energy than ever before to reduce this impact. Here are some features from our green range that make them efficient in everyday use.



SteamSystem Washing Machine

Our washing machines with EcoInfo function give feedback on energy consumption, whilst Weight Sensor adapts water consumption and detergent according to the load - minimising energy, water and detergent without compromising results.



EcoCare HeatPump Dryer

Our dryers have the best A Class energy rating, thanks to HeatPump technology and features like Weight Sensor which automatically select the cycle time and energy required according to the load.



RealLife® Dishwasher

RealLife® dishwashers save energy with features like AutoOff which eliminates standby electricity consumption and AutoFlex which automatically selects the best temperature and washing time according to the load and dirt level.



FreshPlus Fridge

Our FreshPlus fridge combines TwinTech FrostFree and Multiflow to minimise food wastage by keeping your food fresh for up to 7 days longer. Features such as HolidayMode and EcoMode also contribute to reducing energy consumption.



CombiSteam Oven

The CombiSteam oven cooks 20% quicker and by using a combination of heat and steam requires lower temperatures compared to conventional cooking, using less energy as well as preserving the foods natural flavour and goodness.



InfinitePure™ Induction Hob

Our infinite range of hobs offers Induction technology which adapts to the shape of the pan, heating the whole element. Residual heat combined with the ceramic components, keep the heating zone hot and work efficiently using just the right amount of heat.



Freestanding Cooker

Our freestanding cooker range with UltraFan technology, reduces pre-heating times and achieves shorter cooking times at lower temperatures.

The most energy efficient **washing machine** range



The most energy efficient washer

A+++ -20% with durability Woolmark Gold.



TimeManager with EcolInfo

Gives feedback on energy consumption, based on your chosen programme and time duration.



Weight sensor

Advises precise amount of detergent to use based on the load size, ensuring optimum use of detergent.



Inverter technology

Ensures whisper quiet operation (42db), optimal energy efficiency and durability.



Greener washing with intelligent sensors



Too many people are living in the myth that hot means clean. With modern detergents combined with our most efficient wash programmes you don't need to wash at high temperatures to get your clothes clean.

Top tips:

- ✓ Washing at lower temperatures can make a big difference to energy bills. If you drop down to 30 degrees from 60 degrees you can save up to 40% energy.
- ✓ Avoid using pre-washing cycles whenever possible.
- ✓ Look for washing machines with intelligent sensors, which weigh the laundry and automatically select the most suitable programme, adjusting temperature, spin speed and water level to give the best performance with the lowest water and energy consumption.
- ✓ Save your laundry for a full load, as half load cycles use more than half the energy and water of a full load. Our 10kg large capacity machines, mean you can handle larger loads and wash less frequently.
- ✓ Use our Steam Programme to refresh and de-wrinkle your clothes with low energy.
- ✓ Use our Ecolinfo function to give you feedback on how much energy consumption you are using based on your chosen programme and time duration.
- ✓ Use our Weight Sensor to take advice on the precise amount of detergent to use based on your load size, ensuring optimum use of detergent.
- ✓ Clean the filters regularly to keep the washer running effectively.

100% care, 50% less energy with **HeatPump** technology



The most energy efficient HeatPump dryer

Best in class 9kg. Approximately 50% less energy than a standard A rated dryer.



Saves you money

Reduces your energy bills, saves you money.



Woolmark Approved Gold Care

The gentlest care for knitwear, even 'hand wash only' woollens.



Inverter Technology

Ensures whisper quiet operation (42db), optimal energy efficiency and durability.

How does HeatPump technology work?

Unlike conventional dryers our heat pump dryer uses a heat exchange unit which re-circulates the drying air within a closed system so the energy is recovered. This means saving up to 50% of your energy use compared to a standard dryer. With the added benefit of giving you extra gentle fabric care due to the lower temperatures and with quicker drying times than a traditional dryer and far quieter in operation.

Greener drying with HeatPump technology



Our HeatPump tumble dryers are the most energy efficient available. When compared to conventional dryers, it's the equivalent of getting one load for free!

Top tips:

- ✓ Investing in a heat pump dryer means you could save up to 50% energy compared to a standard dryer without HeatPump.
- ✓ Our inverter technology is more reliable, energy efficient and far quieter in operation. Drying times are quicker too.
- ✓ Our new Protex drum with round pockets and permeations gives an even drying and combined with lower temperature programmes it is so much gentler on your fabrics.
- ✓ There is no risk of over drying with Sensor dry. Extra dry, cupboard dry, iron dry and bed linen. The sensor measures water in the garment and stops drying automatically, letting you know when its finished with a beep.
- ✓ When you dry textiles in a tumble dryer or in a heated room, programme the washer to use the highest possible spin speed as this will remove more of the water. When line drying outdoors you can use a lower spin speed.



RealLife dishwasher range



A+++ energy efficient

The most energy efficient dishwasher.



Water consumption

Our most efficient dishwashers consume 10 litres of water per load.



Load the dishes any way you want

Flexible baskets means you can fit everything in one load saving time, water and energy.



AutoOff function

The dishwasher uses absolutely no energy between cycles.



Inverter technology

Ensures whisper quiet operation (39db), optimal energy efficiency and durability.

Greener dishwashing with intelligent programmes



RealLife® dishwashers save energy with features like AutoOff which eliminates standby electricity consumption and AutoFlex which automatically selects the best temperature and washing time according to the load and dirt level.

Top tips:

- ✓ Save energy and costs. Doing the dishes by hand results in an average energy consumption of 2.5kWh. A dishwasher only needs 1kWh to clean a full load of dishes.
- ✓ Intelligent automatic programmes take into account the level of dirt on your dishes and adjust the water, wash temperature and pressure accordingly. Minimum effort with maximum results.
- ✓ Squeeze in one last dish. Use a full load whenever possible.
- ✓ No more rinsing before loading! Our flexi spray arms create enough pressure to wash your plates clean.
- ✓ Regularly rinse the filter to ensure food particles are washed away and the filter is kept clean.
- ✓ Our Auto-Off feature eliminates standby electricity consumption and an unnecessary loss of energy.
- ✓ For the best performance at a low running cost, choose a dishwasher with digital sensors. These will assess how dirty the dishes are then calculate the optimum level of detergent and water as well as setting the correct temperature and wash time.
- ✓ Look for start-delay to take advantage of cheaper electricity tariffs.

Intelligent cooling solutions



A+++ energy efficient

Switch up and save with our latest energy efficient refrigeration range.



Certified quality

Keeps food fresh for up to 7 days longer, as tested by the independent SGS Institute Fresenius GmbH.



Retrains vitamins and nutrients over time. Vitamin C 100% retention over 10 days.



Retrains 100% moisture keeping salad over 1 week fresher.



Electrolux TwinTech® FrostFree with MultiFlow

Guarantees an optimal humidity level in the fridge. Food keeps its fresh taste and texture for much longer thanks to the independent air cooling systems of the fridge and the frost free freezer.



Greener refrigeration



As a nation we waste up to a 1/3 of our food*. With our TwinTech and multiflow cooling system we have the technology to ensure your food stays fresher for longer. We also have some tasty recipes on facebook.com/electrolux for you to creatively use up what's left in your fridge.

Top tips:

- ✓ Significant energy savings can be achieved by placing your appliance in a cool spot to avoid kitchen hot spots like ovens, radiators or direct sunlight.
- ✓ Our crisp fresh drawer with humidity control keeps fruit and vegetables crisp and fresher for longer.
- ✓ Frequent defrost, at least every 6-12 months dependent on the model, keeps the evaporator unit clean from layers of ice; enabling it to operate more efficiently.
- ✓ Try to avoid keeping the fridge or freezer door open for long periods, or opening the door too frequently, warm air enters the cabinet and causes the compressor to switch on unnecessarily.
- ✓ Many of our models are equipped with 'door ajar' alarms, an essential reminder if the door has inadvertently been left open.
- ✓ Hot food should be cooled before fridge storage. Steam contributes to icing in the evaporator unit. But make sure you comply with health and safety guidelines and do not leave food standing uncovered at room temperature for too long.
- ✓ Thaw frozen food in the fridge. This will ensure safer and even defrosting and optimal use of the refrigeration unit.
- ✓ The dedicated NaturaFresh™ compartments cool down to a temperature that's close to 0°C – the ideal and safest temperature for storing meat and fish.

*Source: LoveFoodHateWaste.com Why not explore our kitchen today and see where you might be wasting good food without even realising it, or find out ways to waste less?

Keep your food fresher for longer

How innovation across our Inspiration Range helps you in the home.



Fresh food stays fresh

When stored in our Electrolux TwinTech® FrostFree fridge fruit and vegetables stay fresher for days longer.

- Pak choi lasts 5 days longer
- Strawberries last 3 days longer
- Celery lasts 3 days longer
- Kiwi fruit last 3 days longer

Source: Electrolux laboratories



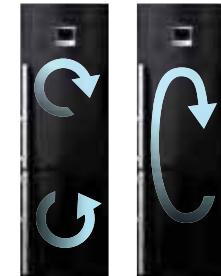
Two cooling systems are better than one

Behind our freshness technology lies TwinTech® FrostFree. Based on professional refrigeration solutions, two separate cooling systems, as well as separate air flows, serve your fridge and freezer independently.

This guarantees:

- the right climate in your fridge, preventing food from drying out and losing its freshness
- no frost in the freezer so you never have to defrost again.

And with TwinTech®, due to the separate airflows, there's no



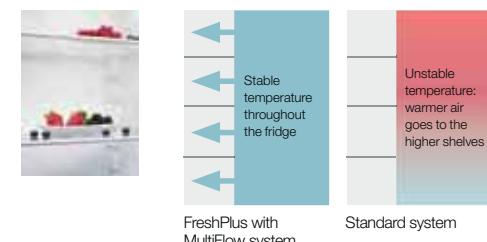
TwinTech® system Standard system

odour transfer between the fridge and the freezer.

Freedom to store food anywhere

With our FreshPlus with MultiFlow, cool air is gently distributed to every level of the fridge, ensuring the climate on each shelf remains just right for perfect preservation. And while you're busy storing your food, there's no need to

rush. MultiFlow makes sure the temperature is quickly corrected as soon as the door is closed. Our FreshPlus fridge, combining both TwinTech® FrostFree and MultiFlow, is the best possible buy if you're looking for market-fresh ingredients for every meal.



FreshPlus with MultiFlow system Standard system

Retain your vitamins

Tests proved that the content of Vitamin C doesn't diminish in strawberries stored in FreshPlus, even after 10 days.*



*Compared to Full No Frost fridges/freezers. Test performed by independent SGS Institut Fresenius GmbH, Germany. Detailed test results can be requested from Electrolux customer service.

100%
vitamin C
over ten days



No. 1 in freshness technology*

Steam cooking uses less energy



A-20%

20% more energy efficient than an 'A' class oven.

20%

Cooking with steam reduces cooking time by 20% compared to conventional cooking.



CombiSteam features 100%, 50% and 25% steam programmes.

Cooking with steam requires lower temperatures and keeps your food succulent and tender for an altogether healthier and tastier meal.

Greener with steam cooking



From the inventors of steam technology, our professional chefs combine steam with conventional cooking to get the best tastes out of their ingredients. The CombiSteam™ oven is a Multifunction oven which includes steam plus steam + heat combinations giving you the same results as the professionals but without the effort.

Top tips:

- ✓ Fast Heat Up: Eliminates the need to preheat. Efficient as it reaches temperature very quickly.
- ✓ Steam Clean: This special pre-set programme helps to remove food residue from inside the oven. No need for special products or chemicals.
- ✓ Water Drawer: No water tanks to pull out and fill so you only use the water you need. Simply pour water in through the water drawer. If more water is needed then a buzzer will sound.
- ✓ Pure Steam (100%), soft steam (50%), crisp steam (25%): Steam uses low temperatures and reduces your cooking time too.

Unique 100% steam, steams gentle heat evenly and penetrates food resulting in tasty and healthy dishes. Ideal for cooking fish, rice, vegetables and fruit.

50% steam + 50% heat combination is an ideal function for reheating dishes as steam prevents the food from drying out.

25% steam + 75% heat combination cooks food to crisp on the outside and succulent on the inside. Perfect for cooking bread to achieve a glorious golden brown crust.

Cooking on Induction means no residual heat loss



Touch Control

Adjust heat precisely with instant effect directing heat to the pan with no wasted energy.



Quick

Save time re-heating: heats up leftovers in seconds.



Safe

No hot elements and no open flame. Surrounding area cool to the touch.



Energy efficient

Induction is 90% efficient in heat transfer as the heat is transferred directly to the pan, compared to ceramic which is 75% and gas 55%.

Greener with Induction cooking



Top tips:

- ✓ Cooking on induction uses less energy, compared with gas, solid plate and ceramic hobs, as nearly all of the energy is transferred to the cookware. This means less wasted heat and lower running costs.
- ✓ Using an induction hob, results in a minimum amount of wasted heat when not in use. This is mainly due to no pre-heating time, no remaining heat and no active cooking zones without cookware on top of it.
- ✓ When heating 1 litre of cold water to boiling point induction only uses 135 kWh per hour, ceramic uses 180 kWh, an electric solid plate uses 240 kWh and gas uses 260 kWh, making induction the most economical and efficient consumption of energy.
- ✓ Our Infinite Pure induction hobs are extremely flexible as you are not restricted to traditional zones, as long as the cross is covered you can use whatever sized pan you like, wherever you like.
- ✓ Additional benefits of cooking on Induction: Fast, Precise heat control, Easy to clean, Safe to use.

Cooking with efficiency **thanks to UltraFan technology**



Ultrafan

Ultra fan reduces pre-heating times and achieves shorter cooking times at lower temperatures.



Rapid power zones

Rapid power zones on our electric cookers heat up in less than 5 seconds saving time and energy.



10% more energy efficient than an A class oven.



Fast heat up times means you can start cooking instantly.

Greener cooking with **freestanding cookers**



Top tips:

- ✓ Reduce your pre-heating times thanks to super efficient ultra fan technology.
- ✓ Rapid power zones means faster heat up times for cooking on the hob.
- ✓ Larger cavity oven means you can cook several dishes at the same time, especially useful for large family roasts when you may need to cook a variety of vegetable and meat dishes.
- ✓ Don't keep the oven door open for too long when in use, to avoid heat escaping unnecessarily.
- ✓ Use residual heat by switching off the oven sooner as some dishes will cook while the oven is cooling (consult your recipe cooking times). Also useful in place of a warming drawer for heating plates or proving bread.

Introducing the green range.



SteamSystem washing machines

EWF1408WDL



5

EWF1698HEW



5

EWF1497HDW



5

EWF1486GDW



5

EWF1286GDW



5

Capacity

10kg

9kg

8kg

8kg

8kg

Spin speed

1400rpm

1600rpm

1200rpm

1400rpm

1200rpm

Display

Large LCD text white display

Touch LCD white display

Medium LCD amber display

Medium LCD amber display

Medium LCD amber display

Sensors

Weight sensor, Auto off, My favourite

Auto off, My favourite

Auto off, My favourite

Medium LCD amber display

Medium LCD amber display

Motor

Inverter motor

Inverter motor

Inverter motor

Inverter motor

Inverter motor

Rating

A+++20%

A+++10%

A+++10%

A+++

A+++

SteamSystem washer dryers

EWW1697MDW



5

Capacity

9kg wash / 7kg dry

Spin speed

1600rpm

Display

Large LCD white display

Steam

Steam system

Motor

Inverter motor

Rating

A

HeatPump tumble dryers

EDH3498RDL



5

EDH3497RDW



5

EDH3386GDW



5

EDH3284PDW



5

Capacity

9kg

9kg

8kg

8kg

Spin speed

Heat pump, inverter

Heat pump, inverter

Heat pump, inverter

Heat pump

Display

Touch LCD white display

Large LCD amber display

Medium LCD amber display

Digit display

Motor

Inverter motor

Inverter motor

Inverter motor

Inverter motor

Sensors

Woolmark gold

Woolmark gold

Woolmark gold

Woolmark gold

Rating

A++

A++

A+

A

RealLife dishwashers

ESF6800ROX



5

ESF6720ROW



5

ESF6630ROW



5

Real life - FlexiSpray arm

10.2ltr

Real life - FlexiSpray arm

10.2ltr

Real life - FlexiSpray arm

10.2ltr

Capacity

10.2ltr

Noise rating

39db

44db

44db

Programmes

8 prog, 6 heat

7 prog, 6 heat

6 prog, 5 heat

Display

Touch control display

Touch control display

LED Amber display

Door

Automatic door opening

Automatic door opening

Automatic door opening

Features

My favourite, Inverter motor

My favourite, Inverter motor

My favourite, Inverter motor

Rating

A+++, Auto off

A+++, Auto off

A++, Auto off

Colour

Stainless steel

White

White



Free 5-year parts
and labour warranty
on selected lines.



All models come
with 2-year parts and
labour warranty unless
otherwise stated.

TwinTech® cooling range



Fridge capacity	239ltr	239ltr	239ltr	239ltr	239ltr	239ltr	280ltr	280ltr	239ltr	239ltr
Freezer capacity	78ltr	78ltr	78ltr	78ltr	78ltr	90ltr	78ltr	78ltr	78ltr	78ltr
Display	Touch control	Touch control	Touch control	Touch control	Touch control	Touch control	Touch control	Electronic control	Electronic control	Electronic control
Rating	A+	A+	A+	A+	A+	A+++	A+++	A++	A++	A++
Defrost	Auto	Auto	Auto	Auto	Auto	Manual	Manual	Manual	Auto	Auto
Colour	White	Stainless steel	Stainless steel	White	Stainless steel	Stainless steel	White	Stainless steel	Stainless steel	Stainless steel
Estimated annual running cost*	£44.76	£44.76	£44.76	£44.76	£44.76	£22.31	£22.31	£35.32	£33.61	£33.61

Freestanding cooking range



Steam Oven

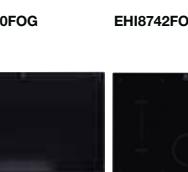


Capacity (top/bottom)	40ltr/74ltr	40ltr/74ltr	40ltr/74ltr
Control	Rotary	Rotary	Rotary
Cooking zones	4	4	4
Rating (top/bottom)	A/A-10%	A/A-10%	A/A-10%
Colour	Stainless steel	White	Black

40ltr/74ltr	40ltr/74ltr
Touch	Touch
4	4
A/A-10%	A/A-10%
Stainless steel	White

Control type	Touch	Touch
Energy rating	A	A
Capacity	74	43
Colour	Stainless steel	Stainless steel

Induction hobs



Hob type	Induction	Induction	Induction	Induction						
Control type	Direct Rotary access	Direct slider	Direct Rotary access	Direct Rotary access						
Display	LED	LED	LED	LED						
Cooking zones	4	4	4	4	4	4	4	4	3	3
Width (mm)	780	780	780	780	780	590	590	590	590	910

* Based on annual energy consumption in kWh multiplied by £0.143 (DECC Quarterly Energy Prices).

Notes



The Inspiration Range. Developed for professionals, now adapted for you.



To get the latest Electrolux news follow us
on facebook www.facebook.com/electrolux



For more information visit www.electrolux.co.uk
or your nearest Electrolux retailer.



Thinking of you
Electrolux